

ORDER

Orders	Order / Rev:	104472	Alt Order #:	06833667	Product Desc:	HOUSE MAJORITY PAC	Estimate:	1428	Flight Dates:	09/18/12 - 10/01/12	Primary AE:	Amy McCreary
									Original Date / Rev:	07/19/12 / 08/30/12	Sales Office:	BLPHI
									Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies			Billing Type:	Cash						
	Buying Contact:				Billing Calendar:	Broadcast						
	Billing Contact:	1010 Wisconsin Ave. NW Washington, DC 20007			Billing Cycle:	EOM/EOC						
Advertiser	Name:	House Majority PAC - Revised			Agency Commission:	15%						
	Demographic:	A35+			New Business Thru:							
	Product Codes:	PLI2			Order Separation:	00:05:00						
	Priority:	SELECT PRIORITY CODE			Advertiser External ID:							
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN			Agency External ID:							

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	101	\$65,525.00	\$55,696.25
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	101	\$65,525.00	\$55,696.25	0.00
October 2012	12	\$10,375.00	\$8,818.75	0.00
Totals	113	\$75,900.00	\$64,515.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$75,900.00
Market	100%	\$244,838.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$63,658.06
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$39,174.19
KTUD	1%	\$2,448.39
KVVU	18%	\$44,070.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$19,587.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagners	430a-5a		MTWT--S	:30	2	\$200.001	0.00	NM	4	\$800.00	
Wake Up Early w/ Wagners															
				WAKE UP EARLY W/THE WAGNERS											
				Start Date	End Date	Weekdays			Spots/Week	Rate	Rating				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagner	@M	430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	4	\$800.00	
WAKE UP EARLY W/THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWT--S		2	\$200.00			0.00						
Week:	09/25/12	10/01/12		MTWT--S		2	\$200.00			0.00						
E 2	KSNV	09/18/12	10/01/12	M-F 5-6a	WakeUp w/Wagner	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	8	\$3,200.00	
M-F 5-6a WakeUp w/Wagners																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		4	\$400.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		4	\$400.00			0.00						
E 3	KSNV	09/18/12	10/01/12	M-F 6-7a	WakeUp w/Wagner	6-7a	MTWTF--	:30	3	\$625.00	2	0.00	NM	6	\$3,750.00	
M-F 6-7a WakeUp w/Wagners																
WAKE UP WITH THE WAGNERS PLEASE AIR ALL SPOT PRIOR TO 10/1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$625.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$625.00			0.00						
E 4	KSNV	09/18/12	10/01/12	Today Show		CM	658a-9am			MTWTF--	:30	3	\$900.00	1	0.00	NM
Today Show																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$900.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$900.00			0.00						
E 5	KSNV	09/22/12	09/29/12	News 3 Sunrise - SATURDAY		6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
News 3 Sunrise SATURDAY																
NEWS 3 AT SUNRISE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S-		1	\$375.00			0.00						
Week:	09/24/12	09/30/12		-----		0	\$375.00			0.00						
E 6	KSNV	09/22/12	09/29/12	Saturday Today		CM	7a-9am			-----S-	:30	1	\$625.00	1	0.00	NM
Saturday Today																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S-		1	\$625.00			0.00						
Week:	09/24/12	09/30/12		-----		0	\$625.00			0.00						
E 7	KSNV	09/23/12	09/30/12	Sunday Today		CM	7a-8am			-----S	:30	1	\$625.00	1	0.00	NM
Sunday Today																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S		1	\$625.00			0.00						
Week:	09/24/12	09/30/12		-----S		1	\$625.00			0.00						
E 8	KSNV	09/18/12	10/01/12	M-F Today Show II	3rd Hour	9-10a	MTWTF--	:30	3	\$425.00	1	0.00	NM	6	\$2,550.00	
M-F Today Show II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$425.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$425.00			0.00						
E 9	KSNV	09/18/12	10/01/12	M-F Today Show III	4th Hour	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	6	\$1,950.00	
Today 4th Hour																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$325.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$325.00			0.00						
E 10	KSNV	09/18/12	10/01/12	Rachael Ray		CM	11am-12pm			MTWTF--	:30	3	\$325.00	1	0.00	NM
Rachael Ray																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$325.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$325.00			0.00						
E 11	KSNV	09/18/12	10/01/12	Noon News		CM	12-1230pm			MTWTF--	:30	3	\$425.00	1	0.00	NM
Noon News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/18/12	09/24/12		MTWTF--		3	\$425.00			0.00						
Week:	09/25/12	10/01/12		MTWTF--		3	\$425.00			0.00						

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KSNV

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E21	KSNV	09/18/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.001	0.00	NM		5	\$5,000.00
COMMENTS APPLY TO SUB LINES A THRU B															
JEOPARDY PLEASE PLACE ALL SPOTS PRIOR TO 10/1.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--		3	\$1,000.00		0.00						
		Week: 09/25/12	10/01/12	MTWTF--		2	\$1,000.00		0.00						
E22	KSNV	09/18/12	10/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,000.001	0.00	NM		4	\$4,000.00
WHEEL OF FORTUNE PLEASE AIR ALL SPOTS PRIOR TO 10/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--		2	\$1,000.00		0.00						
		Week: 09/25/12	10/01/12	MTWTF--		2	\$1,000.00		0.00						
E23	KSNV	09/22/12	09/29/12	Weekend Jeopardy/WheG WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----		0	\$525.00		0.00						
		Week: 09/24/12	09/30/12	-----S-		1	\$525.00		0.00						
E24	KSNV	09/24/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.001	0.00	NM		2	\$8,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$4,000.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$4,000.00		0.00						
E25	KSNV	09/23/12	09/30/12	Jeopardy in PRIME Jeopardy in Prime	CM	SU 930-10p	-----S	:30	1	\$1,200.001	0.00	NM		2	\$2,400.00
TBD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$1,200.00		0.00						
		Week: 09/24/12	09/30/12	-----S		1	\$1,200.00		0.00						
E26	KSNV	09/23/12	09/30/12	LAW & ORDER (synd) RGM Law & Order (synd) PRIME	CM	SU 10-11p	-----S	:30	1	\$1,200.001	0.00	NM		2	\$2,400.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$1,200.00		0.00						
		Week: 09/24/12	09/30/12	-----S		1	\$1,200.00		0.00						
E27	KSNV	09/18/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$1,200.001	0.00	NM		2	\$2,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--		1	\$1,200.00		0.00						
		Week: 09/25/12	10/01/12	MTWTF--		1	\$1,200.00		0.00						
E28	KSNV	09/22/12	09/29/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-		1	\$1,100.00		0.00						
		Week: 09/24/12	09/30/12	-----S-		1	\$1,100.00		0.00						
E29	KSNV	09/18/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$500.001	0.00	NM		2	\$1,000.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/18/12	09/24/12	MTWTF--		1	\$500.00		0.00						
		Week: 09/25/12	10/01/12	MTWTF--		1	\$500.00		0.00						
N30	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$625.00		0.00						
N31	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00

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KSNV

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SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$675.00			0.00					
N32 KSNV 09/22/12 09/22/12 SIGN ON-SIGN OFF CM 5a-459a -----S- :30 1 \$525.001 0.00 NM															
ROS JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$525.00			0.00					
N33 KSNV 09/25/12 09/28/12 Rachael Ray CM 11am-12pm ~TWTF-- :30 1 \$375.001 0.00 NM															
Rachael Ray JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		1	\$375.00			0.00					
													Totals	113	\$75,900.00